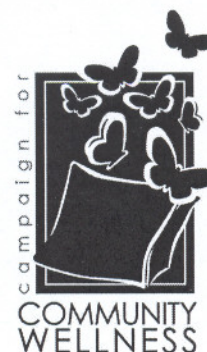


Campaign for Community Wellness

Fast Facts



Campaign Overview

The Campaign for Community Wellness is an effort to coordinate and leverage key initiatives of the Mental Health Services Act (MHSA) and the Substance Abuse and Mental Health Services Administration (SAMHSA) funding in Placer County. The goals of the Campaign are to transform the mental health system in Placer County using innovative, collaborative, culturally competent and consumer-guided approaches with the end result being to reduce stigma and embrace recovery. A key component of the Campaign is reaching underserved segments of the community including: transition-age youth (18 years and above), Latino and Native Americans.

Funding Sources

Initially the Campaign will integrate the overlapping goals of the Mental Health Services Act (MHSA) funding of \$2 million per year and Substance Abuse and Mental Health Services Administration (SAMHSA) funding of \$1.2 million per year. Future phases will align the goals of other funding sources and activities.

Leadership

The Campaign is led by a Steering Committee comprised of consumers, family members, private providers, community members, coalitions, community based organizations, faith-based groups, government agencies, Native American and Latino advocates as well as Placer County System of Care staff.

Strategies

- Coordination
- Collaboration
- Voice
- Outreach
- Awareness
- Transformation

Outcomes

- Increased number of consumers on the road to recovery
- People with mental health issues and/or substance abuse feel heard and empowered
- All people that need services are reached: Children, Transition-age youth, Latino, Native American, adults and older adults
- All services are welcoming, co-occurring and culturally competent